

A Special Word to Our Subscribers

When you receive a blue notice attached to this page it means that your subscription is already past due. We have already sent you one notice, but no doubt it has escaped your attention. Will you not send \$1.50 for your renewal at once, using the blue coupon and addressed envelope enclosed herewith. By sending in your renewal now you will save us the expense of sending you further notices. We want to have every one of our subscribers paid in advance because it puts us in better shape financially and it makes the subscriber feel better to know that he doesn't owe us anything. It is always safer to send your money by Postal Note or Post Office order. Mail your \$1.50 today.

THE GRAIN GROWERS' GUIDE
"Equal Rights to All and Special Privileges to None"
 A Weekly Journal for Progressive Farmers

Published under the auspices and employed as the Official Organ of the Manitoba Grain Growers' Association, the Saskatchewan Grain Growers' Association, and the United Farmers of Alberta.



The Guide is the only paper in Canada that is absolutely owned and controlled by the organized farmers—entirely independent, and not one dollar of political, capitalistic or special interest money is invested in it.

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Advertising Rates

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 Livestock Display—14 cents per agate line.
 Classified—4 cents per word per issue.
 No discount for time or space on any class of advertising. All changes of copy and new matter must reach us seven days in advance of date of publication to ensure insertion. Reading matter advertisements are marked "Advertisement." No advertisement for patent medicines, liquor, mining stock, or extravagantly worded real estate will be accepted. We believe, thru careful enquiry, that every advertisement in The Guide is signed by trustworthy persons. We will take it as a favor if any of our readers will advise us promptly should they have reason to doubt the reliability of any person or firm who advertises in The Guide.

Time to Pay Up!

By The Editor.

In the month of March and the first week of April we did a land office business in subscriptions. Every day's mail brought us from \$100 to \$600. But when seeding began we felt that the farmers would be better employed in putting in the seed so we did not ask them for any money—and we didn't get very much.

Some of our friends told us "The farmers are too stingy to pay \$1.50 a year for The Guide. You'll find they won't do it." We have had too much experience with the farmers to believe any such stuff as that. We know that they will pay \$1.50 a year for The Guide and more if it is necessary to put it on a paying basis. We have a definite proof of it right now. Just as soon as seeding stopped our delinquent subscribers began sending in their renewals, and on another part of this page you can see what we received last week. We are willing to wager right here and now that there is not another farm paper in the Dominion of Canada that has received anything like the returns in subscriptions in the last week that we have received in our office.

SOME STILL TO COME

But we still have a number of subscribers who have not renewed.

Business Picking Up

Subscriptions During Week May 17 to 22	
Receipts	\$319.00
New Subscriptions	60
Renewals (many long terms)	153

This is a better record than we had during the same week last year, and we are expecting a big rush of business during the next two months before harvest begins.

Some of them have received as many as four notices, but it hasn't fizzed on them yet. They get The Guide every week and read it. It costs us 6 cents a week per subscriber to produce The Guide. We ask every subscriber to pay us 3 cents and the advertiser to pay us the other 3 cents. But if the subscriber does not pay his 3 cents we are that much out.

Three-quarters of our total list of subscribers are actually paid-in-advance. They don't owe us a single cent. We are going to clean up our mailing list till every subscriber is paid in advance.

WE'RE AFTER THEM

Two weeks ago we notified half of the subscribers who are in arrears and this week we are notifying the rest of them. Some of them are only a few weeks in arrears while others are from nine to twelve months over due in the payment of their subscriptions. Every subscriber can tell by looking

at the label on his paper when his subscription expired. We hate to send out dunning letters, but it is a case of necessity and necessity knows no law. We must have the money to keep The Guide going, and we must keep The Guide going in order to assist the farmers in their fight for better conditions. We hope every subscriber who is in arrears will read this and then slip his hand into his pocket and find \$1.50 and mail it to us at once. It takes a lot of time and costs a lot of money to send out these notices. All the money we waste in this way we cannot have to spend on improving The Guide.

DO IT NOW

Now \$1.50 is not a very big thing to you and it is not a very big thing to The Guide.

But we have 34,000 subscribers and \$1.50 each means \$51,000. Now \$51,000 is a pretty snug sum and we could do a great deal to improve The Guide if we had that much money. You just do your share and send us your \$1.50 today. Don't delay, because if you do we will have to send you another notice and notices cost money.

Our Special Offer

In order to get as many new subscribers as possible during the next two months, we are now making a special offer to send The Guide to any address:

5 months for 50 cents
Only 2½ cents per week

We hope every one of our agents will send us a bunch of subscriptions at this rate. Every person who wishes to help The Guide can do so, by getting us a few new subscribers during the next two months at this special price.

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